

WEBVTT

1

00:00:00.000 --> 00:00:00.840

Recording.

2

00:00:02.620 --> 00:00:08.869

PofA Board President: Hello, everyone! Welcome to our second regional directors, and this time slash

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00:00:08.900 --> 00:00:26.700

PofA Board President: Regional Festival Directors meeting. We have a special. My name is Liz Joyce. We have a nice group here to today. I'd like to welcome you all. Thank you for taking the time to be here, and I'd also like to thank Kathleen Conroy for being here, because she is amazing, and she's

4

00:00:26.820 --> 00:00:50.390

PofA Board President: given her talents to P. Of A in so many ways, and we're very happy that she does that. Thank you, Kathleen. And tonight so one of the things that and I'm gonna hand it over to her right away so that we could go get going unless people wanna do a quick hello and say, what's what's on their mind, or how their festivals are coming along? Should we do that real quick?

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00:00:50.720 --> 00:01:05.160

PofA Board President: Can we discuss, could we? Everybody announced what region they're from? And some people don't have any festival proposal submitted. Yet it's just an info meeting, too. So you know. Yup.

6

00:01:05.560 --> 00:01:19.339

Joanne Schroeder: okay, you know you could express your intentions, and we can guide you from there. So let we'll start with Joanne Joanne Schroeder in Southwest region, and we're looking at Galveston right now for a place to have a festival.

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00:01:19.360 --> 00:01:24.850

PofA Board President: so you decided not to try to do. It got complicated with the New Orleans festival.

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00:01:26.010 --> 00:01:31.559

PofA Board President: But we'll have more festival opportunities.

There you go, so that's exciting. And what time of year is that

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00:01:31.740 --> 00:01:32.740

Joanne Schroeder: summer.

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00:01:33.320 --> 00:01:41.149

Joanne Schroeder: You you don't have. But and is it a college, or we haven't found a place? That's what we're doing looking for a place, right?

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00:01:42.040 --> 00:01:44.339

PofA Board President: All right. How about toy box?

12

00:01:47.180 --> 00:01:48.540

TOYBOX: Welcome.

13

00:01:48.660 --> 00:01:54.350

TOYBOX: sorry everyone. I'm I'm also sick right now.

14

00:01:54.870 --> 00:01:57.470

TOYBOX: a so

15

00:01:58.090 --> 00:02:03.190

TOYBOX: yeah. I'm hoping to do our festival again at Warren Wilson College.

16

00:02:03.580 --> 00:02:05.160

I see.

17

00:02:05.900 --> 00:02:11.080

TOYBOX: and A and Heidi bunch of people were at the best of all that we did.

18

00:02:11.430 --> 00:02:13.690

TOYBOX: 2018.

19

00:02:13.910 --> 00:02:19.759

TOYBOX: It made a tremendous surplus for our region as far as money goes.

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00:02:19.890 --> 00:02:21.820

TOYBOX: so I hope to

21

00:02:22.840 --> 00:02:24.440

TOYBOX: double that money.

22

00:02:24.560 --> 00:02:26.650

TOYBOX: And

23

00:02:26.810 --> 00:02:28.160

TOYBOX: it's basically

24

00:02:28.520 --> 00:02:33.429

TOYBOX: contingent upon more. And Wilson College is a beautiful campus.

25

00:02:33.880 --> 00:02:38.519

TOYBOX: and it's super conducive

26

00:02:38.770 --> 00:02:53.420

TOYBOX: for the type of thing that we do. We are having a festival in New Orleans. We have one every year. I heard that come up this is our tenth year. That'll be April fourth through the eighth.

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00:02:54.590 --> 00:02:55.400

TOYBOX: So

28

00:02:56.030 --> 00:03:02.770

TOYBOX: that is, that's an independent festival. It's a non piv festival, but I help to

29

00:03:03.080 --> 00:03:08.889

TOYBOX: curate and perform at that, and also Lily and Matt asked me

30

00:03:09.220 --> 00:03:20.570

TOYBOX: the national festival to do something for that. Ithaca festival as well. So all good things exciting things happening

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00:03:20.920 --> 00:03:23.120

TOYBOX: in 24.

32

00:03:24.030 --> 00:03:27.220

PofA Board President: Christine, I'm gonna let you go alright.

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00:03:28.870 --> 00:03:30.169

Christine Papalexis she/her: Next slide.

34

00:03:30.260 --> 00:03:41.849

Christine Papalexis she/her: I'm Christine Papalxus, regional director of the Pacific Southwest, and at this time we don't have any

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00:03:42.110 --> 00:03:52.909

Christine Papalexis she/her: festivals submitted or planned. I also work with the La Guild of Puppetry a lot, and I know that Doris contacted the Guild about

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00:03:52.970 --> 00:04:05.980

Christine Papalexis she/her: possibly joining in and doing a a Co. Sponsoring a a festival in the Pacific Northwest, and the Guild is not feeling at this time like that's something they wanna take on, but

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00:04:06.130 --> 00:04:13.289

Christine Papalexis she/her: but maybe at some point in the future. So right now, we don't have a an a regional festival plan.

38

00:04:13.850 --> 00:04:16.230

PofA Board President: Okay, Doris, do you want to take it from there.

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00:04:22.079 --> 00:04:23.470

Doris: are you there

40

00:04:24.160 --> 00:04:24.870

next?

41

00:04:27.570 --> 00:04:28.250

Doris: And we

42

00:04:28.470 --> 00:04:31.160

PofA Board President: but she's got a that connection.

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00:04:31.570 --> 00:04:32.360

Doris: I'm just

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00:04:33.660 --> 00:04:34.390

Doris: Yup.

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00:04:38.370 --> 00:04:41.370

PofA Board President: Doris, we have a bad connection.

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00:04:42.360 --> 00:04:43.179

Doris: I'll stop

47

00:04:46.560 --> 00:04:52.429

Doris: Doris, can I suggest you write it in the chat. What you're doing?

48

00:04:53.630 --> 00:04:56.340

PofA Vice President: Yeah, I was, yeah. I was suggesting.

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00:05:01.430 --> 00:05:05.310

Doris: I can help a tiny bit

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00:05:05.870 --> 00:05:07.870

PofA Board President: because

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00:05:09.370 --> 00:05:10.460

Doris

52

00:05:11.120 --> 00:05:14.220

PofA Board President: submitted her festival

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00:05:14.430 --> 00:05:29.079

PofA Board President: proposal online. For those of you who don't know our website@puppetiers.org. If you log on with your membership and set that up there are a lot of really great

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00:05:29.300 --> 00:05:47.850

PofA Board President: features on the website. One of them is you can sign up, for you can write up your proposal for your festival. There's a there's a Google form there which is great. There's also the budget form which Kathleen is. Gonna be talking about a little bit, and Doris sent hers in. So

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00:05:48.040 --> 00:05:59.440

PofA Board President: she's under review. We're waiting for her budget. I hate to cut you off doors. I just we are. Your connection is makes it so hard to

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00:06:00.390 --> 00:06:04.870

PofA Board President: to hear what you're saying. So home slice you. Wanna give us an update.

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00:06:05.290 --> 00:06:09.339

Homeslice Puppetry (Eric Weiss): Sure. I'm home size. I'm the northeast Regional Director.

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00:06:10.110 --> 00:06:21.419

Homeslice Puppetry (Eric Weiss): and we have our our festival plan, for, as we said before, Ithaca, New York, November first, second, and third are the dates that we're shooting for.

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00:06:21.590 --> 00:06:31.110

Homeslice Puppetry (Eric Weiss): And II have. I have not put a live festival together before, so this will be my first one. I've only done the to the virtual ones during the pandemic.

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00:06:31.200 --> 00:06:58.000

Homeslice Puppetry (Eric Weiss): So new app helped out with that Coney Island festival. Oh, yeah, I assisted, but I came in super late when when when somebody else decided to leave, and Brendan needed help, and and I pretty much was just ask Brendan what he needed. I did not do any of the planning really, for that. I helped with it a lot. I was the gopher. What do you need me to do. Yeah.

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00:06:58.260 --> 00:07:02.530

Homeslice Puppetry (Eric Weiss): but but this is gonna be me in the driver's seat this time.

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00:07:03.820 --> 00:07:06.040

PofA Board President: Hi, Zayn, welcome.

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00:07:07.120 --> 00:07:11.590

Zane Exactly: Unmute myself. Hello! Hi! Thanks for joining us tonight.

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00:07:11.670 --> 00:07:36.870

Zane Exactly: Absolutely. I am the Pacific Northwest Regional Director. And I am on the the planning committee for our Pacific Northwest Festival as well, so I can can speak to it a little bit. Also, I know. When we're trying to have a meeting in the past, we were having some some connection issues with Doris as well. I think she's just out in a part of Oregon where the Internet is not great, unfortunately.

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00:07:39.350 --> 00:07:46.990

Zane Exactly: But yeah, she just posted the information in the chat about the dates, and where the festival is. If folks are interested in that

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00:07:48.040 --> 00:07:57.949

PofA Board President: excellent August fourteenth through seventeenth. wow! Does the university model still work for you guys found it to be very expensive.

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00:07:59.220 --> 00:07:59.980

Zane Exactly: but

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00:08:00.470 --> 00:08:08.849

Zane Exactly: that one I cannot speak to specifically, as as that was something that Doris was figuring out. But I am guessing that. Yeah, it probably for

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00:08:09.290 --> 00:08:16.780

Zane Exactly: a a, a smaller school in a smaller town that it may be a little bit easier to to work with then

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00:08:16.790 --> 00:08:19.500

Zane Exactly: larger cities and larger schools and things.

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00:08:21.270 --> 00:08:24.520

PofA Board President: Great. Connie. she's our.

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00:08:27.180 --> 00:08:34.820

Conni Mulligan: I'm the South, South, east, Regional director, and I sent this email to every one of the

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00:08:35.000 --> 00:08:47.090

Conni Mulligan: guilds in the South, East, Presidents and people who had expressed interest to do a regional festival. Since we had no submissions, so I know there are 3

74

00:08:47.280 --> 00:08:56.409

Conni Mulligan: potential piece people vying for it, but no one has a submission yet. So we're here to listen to the directions so that

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00:08:56.540 --> 00:09:00.570

Conni Mulligan: we can proceed and get something in the books and get it approved.

76

00:09:01.790 --> 00:09:07.360

Doris: Great cause. I know you guys have a lot of active people in your neighborhood. Zain.

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00:09:07.490 --> 00:09:18.619

PofA Board President: I know this isn't available to everyone, but I think your festival director. It might be wise to encourage Doris to get a higher speed Internet, or you know how you can just kind of

78

00:09:18.920 --> 00:09:23.470

PofA Board President: up it a little bit. Just because if you're in charge of

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00:09:23.970 --> 00:09:47.569

PofA Board President: working with a lot of people. And it's all done online. It's gonna be a that's gonna be a problem for you. Down the road. Yeah, we were able to do one call where everybody just turned off their video. And we were able to kind of do a a voice only, but yeah, II agree. So this is definitely something we're gonna need to work out. Cause we need to be able to communicate with our festival director.

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00:09:47.570 --> 00:09:55.530

Zane Exactly: Yeah, which Thor seems very enthusiastic, which I love. So thank you, Connie and Heidi. Hi.

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00:09:56.030 --> 00:10:07.640

Heidi Carpenter: yeah, I'm here, cause Connie invited me. I'm the president of the Atlanta Guild. So I'm just going to be a fly on the wall and see if I can help it. Anyway, that is so, rock and roll. All right, Lee. I don't know you. Hi! I'm Liz.

82

00:10:07.840 --> 00:10:21.169

Lee Armstrong: Hi! I am the new president of the San Francisco Bay Area Puppet Guild. Christine has sent me the information, and I've been working with her. We we would love to have a regional

83

00:10:21.170 --> 00:10:44.669

Lee Armstrong: festival here in the Bay Area, but we haven't had one since, I think a similar when Letty Schubert, you know, it's it's been probably 15 to 20 years. So I thought we'd start small. We're having a Bay area puppet festival. It's either gonna be the first weekend in August or the third weekend

84

00:10:44.810 --> 00:11:13.159

Lee Armstrong: in July. We're doing it with the Sonoma Community Center. They are a historic center. They look for inclusion and diversity. And they, we have submitted our budget to them. They are working on their budget. We've had a programming we have. It's our seventieth anniversary as well. So we have a seventieth Anniversary Committee that has met.

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00:11:13.280 --> 00:11:37.210

Lee Armstrong: I think we've met 4 to 5 times so we've got a really nice board going there and we think we'll learn from this. We would love to have a regional sometimes. So if La doesn't do one in a couple of years, if they do, will come on down. But if they don't, maybe we'll do. We're do one here because Bay area is fun and everybody likes it.

86

00:11:39.030 --> 00:12:04.930

PofA Board President: Great. Okay, I wanna keep going. Alright. And Edna, who is our vice president on the board of P of a is, technically in charge of guilds and regions and when I was vice President, I'm

gonna do my disclaimer. II was not very good with guilds and regions, and so I I've tried to do a little stitching together here, and

87

00:12:04.960 --> 00:12:14.750

PofA Board President: and before I hand it off to to Edna. But it's so good to see everyone here, and Anna Vargas is well.

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00:12:15.010 --> 00:12:19.270

PofA Board President: if you want to talk at Eden, you can talk to

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00:12:19.330 --> 00:12:26.459

PofA Vice President: just want to say Hello. Oh, I'm sorry, Anna. Just just want to say hello to everybody. Good evening. Nice to see

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00:12:26.480 --> 00:12:35.230

PofA Vice President: some of you. I know some of you don't know so nice to meet some of you and see others again. So I I was a a

91

00:12:35.230 --> 00:13:00.449

PofA Vice President: temporary south South East Regional director. I forgot that, Joanne, when I was when you contacted me and I've been the Vice President of New York City Guild. Back in the nineties. Right? Liz. Yeah. Late nineties. So I actually reside in the Orlando area Lando, Florida area. Now. So

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00:13:00.450 --> 00:13:15.780

PofA Vice President: that's just a little bit about me. So I'll try my best to answer any questions via Liz and you know we'll just get it all done right. We'll get it done, I think. I I think that one of the major

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00:13:16.020 --> 00:13:29.840

PofA Board President: issues voiced by regional directors is they just felt very out in the woods alone, and not connected to anything. And so this is our our chance to connect and that's why Anna Vargas is here.

94

00:13:29.840 --> 00:13:47.930

PofA Board President: One of the reasons is because she is a really low. She's done a lot of regional festivals, and she has a lot of institutional knowledge. She also serves on our budget and finance committee. And she had cataract surgery today. But there she is. Look

at her. She gets like a round of applause for showing up.

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00:13:48.720 --> 00:14:02.819

Anna Vargas Chair Budget & Finance: Yeah, I just wanna let everyone know the the status of the the budget forms right now on the website, on under regions under regional festivals you can download

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00:14:02.920 --> 00:14:06.959

Anna Vargas Chair Budget & Finance: Pdf, that tells you that describes your

97

00:14:07.120 --> 00:14:13.410

Anna Vargas Chair Budget & Finance: your festival, and when you submit it, it comes to me. And then there's also a budget

98

00:14:13.460 --> 00:14:20.699

Anna Vargas Chair Budget & Finance: that budget form that. That's what Kathleen is going to be working with tonight. That also comes to me.

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00:14:20.740 --> 00:14:31.350

Anna Vargas Chair Budget & Finance: what we're working on is a digital version of that. It hasn't been tested yet. So that's why it's not on. But as soon as that one's ready

100

00:14:31.390 --> 00:14:41.579

Anna Vargas Chair Budget & Finance: we'll substitute it out for the one that's on there now, so that we could actually save it and do all the dated things that I have no idea what it means. But

101

00:14:41.600 --> 00:14:46.569

Anna Vargas Chair Budget & Finance: so look forward to it. The festival, the form that's on the

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00:14:46.580 --> 00:14:48.880

Anna Vargas Chair Budget & Finance: the website right now is perfectly

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00:14:49.110 --> 00:14:55.290

Anna Vargas Chair Budget & Finance: good to work with. But the other one is coming, too. So that's all I wanted to say.

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00:14:55.580 --> 00:15:07.349

PofA Board President: Thank you, thank you, Anna. And now I would like to introduce and turn it over to Kathleen Carl, looking very lovely this evening.

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00:15:08.810 --> 00:15:17.889

Kathleen Conroy (she/her): So I am, Kathleen Conroy. I've been with P. Of a for decades and

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00:15:18.220 --> 00:15:27.299

Kathleen Conroy (she/her): I hosted the 2,019 national festival, and also I cannot remember the Regional Festival. It was a co-regional festival.

107

00:15:28.540 --> 00:15:37.230

Kathleen Conroy (she/her): and I cannot remember the year 2,000 5. Maybe I can't remember what year it was. and

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00:15:37.320 --> 00:15:56.910

Kathleen Conroy (she/her): I am part of the great plains region, and we are in process of planning a festival. In fact, we had a meeting with our festival partners on Monday, and so we are hoping for August sixteenth through eighteenth here in Minneapolis. So that's what we're we are working on a formal proposal to follow.

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00:15:57.710 --> 00:16:08.880

Kathleen Conroy (she/her): So things to talk about festival budget planning. That's that's what we're here for. And that's what I wanna focus on. So I am gonna do some screen sharing. So you can see

110

00:16:08.920 --> 00:16:18.269

Kathleen Conroy (she/her): some of the things I'm talking about. I have a question, though quick. Ana, so the just to clarify the budget on the website is not the proposed one. Correct

111

00:16:18.980 --> 00:16:36.070

Kathleen Conroy (she/her): the the budget that's on the the form that's on the website is that you can use that right now, it's it's no. It's been updated. It's the update. Okay. I wanted to make sure that cause I wanted to make sure, because that's the one that I am using. But it look correct to me. So okay.

112

00:16:37.750 --> 00:16:43.260

Kathleen Conroy (she/her): let's do this one is this one gonna do it?

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00:16:43.700 --> 00:17:10.559

Kathleen Conroy (she/her): Okay? So we're talking about festival budget planning. And I did this little intro. But here's a little bit more about me. I'm a consultant with. Next in nonprofits we do fundraising and development for nonprofit organizations, mostly in Minnesota. However, we do have a couple of national clients. I always welcome questions and we'll also share this small presentation with you. There's only about 8 slides. So it's not overwhelming.

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00:17:11.180 --> 00:17:23.520

Kathleen Conroy (she/her): But my email is K. Conroy, mn@gmail.com. So please, if you have questions, I welcome them. I do reply, I do respond. So use me as a resource. Qa.

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00:17:23.550 --> 00:17:28.009

Kathleen Conroy (she/her): I'm a resource to them all the time, so I'm a resource to you, too. So

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00:17:28.020 --> 00:17:29.650

Kathleen Conroy (she/her): Please feel free to do that.

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00:17:32.260 --> 00:17:44.230

Kathleen Conroy (she/her): So the first thing about building a budget that you want to know is you want to build out your expenses first. So there are a few examples of expenses that

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00:17:44.410 --> 00:18:11.160

Kathleen Conroy (she/her): we, as a festival would be looking at. One, is probably the number one. Most important one that you need to consider is the venue where you are hosting your festival. Whether it is within a city, whether it's within a small town, whether it's at a university, whether it's at a conference center, whether it's at a hotel, whatever your venue is that's going to set your that's probably going to be your highest expense

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00:18:11.470 --> 00:18:19.229

Kathleen Conroy (she/her): other than staffing. So that's probably the most important one that you can get, and getting quotes from venues is

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00:18:19.380 --> 00:18:24.139

Kathleen Conroy (she/her): They do this all the time. So this is relatively easy expense to capture

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00:18:24.460 --> 00:18:25.980

Kathleen Conroy (she/her): housing.

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00:18:26.000 --> 00:18:40.559

Kathleen Conroy (she/her): If you're providing housing at your festival, that's another expense that you want to make sure that you work into cost. food and beverage, whether you're offering full meals, whether you're offering a breakfast, whether you're offering just a simple

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00:18:40.730 --> 00:18:48.059

Kathleen Conroy (she/her): evening dinner. You have to consider food and beverage costs. Especially if you're doing a summer festival in

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00:18:48.140 --> 00:19:05.249

Kathleen Conroy (she/her): Texas, you may want to consider water and what resources for water, and if those are acceptable at your, you know, public building that you're using, and people can refill water bottles. You may just want to have beverage stations or water stations available throughout your location, whatever that might be.

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00:19:05.650 --> 00:19:19.640

Kathleen Conroy (she/her): performers and presenters, or another expense that you'll need to consider. I put presenters here because it could be workshop presenters. It could be special presenters. It could be educational forums. So whatever those presenters are

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00:19:19.850 --> 00:19:27.519

Kathleen Conroy (she/her): staffing is, gonna be another major cost, and we will go into more detail of staffing in a little a little bit. We'll talk more about that

127

00:19:27.600 --> 00:19:46.650

Kathleen Conroy (she/her): transportation if you're providing any transportation costs for your performers, your presenters, or if you're providing transportation costs for your staff, or if you've chosen a location that is maybe not convenient to an airport, are you providing a a transportation service from your airport.

128

00:19:47.010 --> 00:19:55.979

Kathleen Conroy (she/her): marketing and communications. This is definitely a big one. How are you doing your marketing and communications? Are you

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00:19:56.590 --> 00:20:01.659

Kathleen Conroy (she/her): using social media? Are you using email? Are you actually going to do a print

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00:20:02.020 --> 00:20:08.310

Kathleen Conroy (she/her): invitation to your festival or a print program to your festival? All of these things are part of your communications.

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00:20:08.670 --> 00:20:28.729

Kathleen Conroy (she/her): I put this technology in as the next line for expenses technology. This could be your registration. So this could be, how people are registering, how people are doing ticket sales. If it's a remote event, how are you are hosting that remote event? Are you doing it via zoom? Is there another platform that feels appropriate? So consider technology expenses.

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00:20:29.250 --> 00:20:36.350

Kathleen Conroy (she/her): Another expense that you should definitely consider is any contingency contingency or emergency planning. What if it does rain?

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00:20:36.360 --> 00:20:45.809

Kathleen Conroy (she/her): Where will you be doing another performance? Do you have to move an outdoor performance indoor to that will occur another

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00:20:45.980 --> 00:20:48.040

Kathleen Conroy (she/her): cost in that.

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00:20:48.240 --> 00:20:55.739

Kathleen Conroy (she/her): So these are things just to consider. We will go into a couple of more expenses. One I do want to mention is

136

00:20:56.160 --> 00:20:57.510

most festivals. You.

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00:20:57.540 --> 00:21:00.659

Kathleen Conroy (she/her): because of the venue you will be required to

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00:21:00.820 --> 00:21:08.460

Kathleen Conroy (she/her): have some type of liability insurance, and that is something that is available through P of a so

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00:21:08.570 --> 00:21:25.879

Kathleen Conroy (she/her): it is something that comes with the festival liability insurance policy that we have. So if you have a regional festival, you do need to get your liability insurance through P. Of a. And we need the specifications from your venue of what their limits are. They will ask for for that. So

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00:21:26.800 --> 00:21:35.930

Kathleen Conroy (she/her): questions about expenses or other categories that you think your festival might have that you would like to consider

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00:21:36.200 --> 00:21:42.320

Kathleen Conroy (she/her): or discuss. I'm gonna do a stop screen share. So I can see everybody. If anybody has questions.

142

00:21:44.360 --> 00:21:45.929

Anna Vargas Chair Budget & Finance: I, just wanna

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00:21:46.090 --> 00:21:48.799

Kathleen Conroy (she/her): yes, yeah include, credit card.

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00:21:49.230 --> 00:21:52.469

Anna Vargas Chair Budget & Finance: the processing fees yeah

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00:21:53.220 --> 00:21:56.990

Kathleen Conroy (she/her): okay.

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00:21:57.570 --> 00:21:59.010

Kathleen Conroy (she/her): any other questions?

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00:21:59.910 --> 00:22:07.090

Homeslice Puppetry (Eric Weiss): Ca, can you go into the that liability insurance one, a little bit more, what do you need to do for that

148

00:22:07.180 --> 00:22:17.770

Kathleen Conroy (she/her): so for liability insurance. P of a currently has a a blanket policy. So it's a policy that covers any activities that the organization

149

00:22:18.630 --> 00:22:22.079

Kathleen Conroy (she/her): hosts or holds where people will be gathering for an event.

150

00:22:22.470 --> 00:22:47.680

Anna Vargas Chair Budget & Finance: Liz, I'm not sure what the cost is is that \$100 for an additional total is 5 59. But what we end up doing is dividing it among however, many festivals are held there. So via 5 festivals used to pay about

151

00:22:48.050 --> 00:22:54.600

Anna Vargas Chair Budget & Finance: 5, you know, \$50 \$110. Yeah, right? Right? So we divided up, depending on how many

152

00:22:54.670 --> 00:23:03.139

Anna Vargas Chair Budget & Finance: festivals there are. But you are covered. And and, to be honest, I don't know what the information.

153

00:23:03.390 --> 00:23:10.920

Anna Vargas Chair Budget & Finance: You know. You need to do this, but you are covered.

154

00:23:11.740 --> 00:23:22.680

Kathleen Conroy (she/her): What? I'm sorry I'm blanking on. I just blanked on what the word is additional insured. You'll need to get a certificate of additional insured is what they will ask for. The menu will ask for.

155

00:23:22.820 --> 00:23:33.169

Kathleen Conroy (she/her): and then P. Of a will contact the insurance provider. and they will provide us an additional insured certificate

with the note location.

156

00:23:33.450 --> 00:23:43.749

Kathleen Conroy (she/her): The venue in which your event is happening. If you are doing multiple venues in a single location, ie. If you're in a city and you're doing

157

00:23:44.300 --> 00:23:48.580

Kathleen Conroy (she/her): a museum, a library and a theatre. They all might want

158

00:23:48.680 --> 00:24:01.070

Kathleen Conroy (she/her): a certificate of insurance, so just make sure, in your contracting with your venues, if they ask for that. that, and you should. All can also be forthcoming with, we can provide liability insurance proof.

159

00:24:02.050 --> 00:24:10.289

Kathleen Conroy (she/her): Okay, so you do have coverage for any event. Does that answer the question. I think, so, yeah, okay, excellent.

160

00:24:11.710 --> 00:24:15.259

Kathleen Conroy (she/her): Okay, I am going to screen share again, to go to the next slide.

161

00:24:19.360 --> 00:24:30.090

Kathleen Conroy (she/her): Okay, so here's our income revenue and income which is us usually has smaller categories in which expenses that list can get.

162

00:24:30.160 --> 00:24:33.249

Kathleen Conroy (she/her): Your wish list expenses can be long.

163

00:24:33.280 --> 00:24:39.369

Kathleen Conroy (she/her): However, your revenue or income often is shorter. So things to consider.

164

00:24:39.400 --> 00:24:45.089

Kathleen Conroy (she/her): Are you selling advertising some way, somehow, for your festival, whether it's in

165

00:24:45.260 --> 00:25:05.779

Kathleen Conroy (she/her): a print form, whether it's on your guild or region website, whether it's in your Facebook. You know page that you host for your region or your website, whether it's on your Instagram feed wherever you might have advertising possibilities. I would definitely consider this as a way to generate revenue or income for your festival

166

00:25:06.190 --> 00:25:07.410

Kathleen Conroy (she/her): ticket sales.

167

00:25:08.030 --> 00:25:14.769

Kathleen Conroy (she/her): This. I'm referring to public ticket sales. Are you selling tickets to performances? To the general public?

168

00:25:15.020 --> 00:25:21.399

Kathleen Conroy (she/her): This is something that you want to consider for revenue or income registration, and we will get in further.

169

00:25:21.510 --> 00:25:29.399

Kathleen Conroy (she/her): Delve deeper further into registration and what that looks like. But this is for anybody who is attending your festival who's participating in

170

00:25:29.420 --> 00:25:32.999

Kathleen Conroy (she/her): full festival programming, IE. Performances, workshops

171

00:25:35.040 --> 00:25:40.389

Kathleen Conroy (she/her): more of the full scope of what we offer in a traditional festival format.

172

00:25:40.930 --> 00:25:51.590

Kathleen Conroy (she/her): The other one is grants. Is there possibility for you to get some foundation funding or some sources of grant funding from local foundations?

173

00:25:51.660 --> 00:25:53.650

Kathleen Conroy (she/her): Local banks.

174

00:25:53.690 --> 00:26:16.169

Kathleen Conroy (she/her): Those kinds of things could be. Grants sponsorships is another way. When you look at local businesses who may want to have their brand associated with a performance or with a workshop presenter. Maybe there's something specific about the tools that the workshop presenter is using, or something specific about the materials the workshop presenter is using.

175

00:26:16.310 --> 00:26:40.369

Kathleen Conroy (she/her): So this is sponsorship is another opportunity for income. Merchandise is also another opportunity for revenue or income. In past. We've done t-shirt sales. Most of you, I'm sure, familiar with puppetry store that takes place at the festival. That is another revenue generating possibility for your festival. So these are revenue or income generating opportunities.

176

00:26:40.370 --> 00:26:51.670

Kathleen Conroy (she/her): I will stop screen, share again to see if there's questions about anything for revenue or income, or any creative ideas about revenue or income generating possibilities for your festival.

177

00:26:54.150 --> 00:27:17.529

Anna Vargas Chair Budget & Finance: I just want to point out that questions that I've gotten often is, if we do a puppetry store who gets the money, and it's your store. So you get the money. It doesn't go to P. Of a when we have the national festival the any, you know when there's a profit, then the P. Of a organization gets it. But if you do a regional festival, you run your store. You keep your money.

178

00:27:18.720 --> 00:27:20.870

Kathleen Conroy (she/her): Excellent. Thank you, Anna, for clarifying

179

00:27:22.660 --> 00:27:24.919

Kathleen Conroy (she/her): any questions about revenue or income.

180

00:27:27.260 --> 00:27:29.000

Kathleen Conroy (she/her): Excellent! Oh.

181

00:27:29.200 --> 00:27:40.210

Anna Vargas Chair Budget & Finance: one more thing. Yeah. When applying for grants. When when you're doing your your proposal, your

budget proposal. We ask that you don't

182

00:27:40.340 --> 00:27:41.360

Anna Vargas Chair Budget & Finance: list.

183

00:27:41.470 --> 00:28:05.930

Anna Vargas Chair Budget & Finance: Grant, unless you have it. In other words, if if you have a in other words, don't count your chickens before they hatch to say it. But if you applied for a local grant and the organization that you did said, yeah, we'll give you 5,000, and you know that's a a sure thing. Then you can include that in your budget if you you've applied. But you haven't heard back. Don't include it.

184

00:28:06.110 --> 00:28:10.589

Anna Vargas Chair Budget & Finance: The the rule of thumb is, you can always add things it's hard to subtract.

185

00:28:14.260 --> 00:28:16.289

I don't know if that's message. Well.

186

00:28:16.860 --> 00:28:21.210

Kathleen Conroy (she/her): this is one thing for me. Everything in in in your income is is

187

00:28:21.770 --> 00:28:35.370

Kathleen Conroy (she/her): is projected. So why would we not include a grant? But it's definitely something in that. I think we should probably talk about Ana. Another format. Because everything for your revenue and income is still projected. This is a budget. It's projected. It's not

188

00:28:35.390 --> 00:28:38.059

Kathleen Conroy (she/her): absolute costs. It's not absolute

189

00:28:38.120 --> 00:28:48.740

Kathleen Conroy (she/her): expenses. It's not absolute. Income is all still just projected. Okay? So we should discuss that at another point. Okay, I'm gonna do screen share again.

190

00:28:49.560 --> 00:28:52.220

Kathleen Conroy (she/her): Moving to the next slide.

191

00:28:52.840 --> 00:28:57.560

Kathleen Conroy (she/her): So now we're gonna talk about building the actual budget. So I am gonna

192

00:28:58.060 --> 00:28:59.920

look at the

193

00:29:00.470 --> 00:29:05.359

Kathleen Conroy (she/her): documents for that P of A is using in terms of the budgets.

194

00:29:05.460 --> 00:29:08.620

Kathleen Conroy (she/her): So things that you wanna know for your budget

195

00:29:09.250 --> 00:29:17.149

Kathleen Conroy (she/her): the way that I format a budget is, I like to know the budget item. So you will see that listed in column budget. Item, the projected expense.

196

00:29:17.580 --> 00:29:25.029

Kathleen Conroy (she/her): the actual expense. And this is for a working budget, not a proposal budget. So I will clarify that

197

00:29:25.570 --> 00:29:36.429

Kathleen Conroy (she/her): in the budget that P of A provides on the website for the link. This is your proposed budget. So you don't have any actual expenses. It's just a proposal. So when you actually are doing your budgeting.

198

00:29:36.520 --> 00:29:40.639

Kathleen Conroy (she/her): you want to look at actual expenses like the money that you have spent?

199

00:29:40.930 --> 00:29:45.169

Kathleen Conroy (she/her): And then any details or notes should be the fourth column

200

00:29:45.350 --> 00:29:46.700
Kathleen Conroy (she/her): in your budget

201
00:29:46.720 --> 00:29:54.769
Kathleen Conroy (she/her): describing what that expense is describing. What that income is. This is where you would notate the specificity of

202
00:29:54.820 --> 00:30:01.330
Kathleen Conroy (she/her): this grant is expected. This grant has been awarded. That's where I would put that type of information is in that notes section.

203
00:30:03.260 --> 00:30:11.819
Kathleen Conroy (she/her): Okay, so here's the P of a budget template. I've taken some snapshots here, just so you can see what they look like. Here is the link

204
00:30:11.960 --> 00:30:15.680
Kathleen Conroy (she/her): at the top of the page. For the

205
00:30:16.160 --> 00:30:30.380
Kathleen Conroy (she/her): budget itself. This is the income side. I did not capture the entire form. This is just a snapshot. You're welcome to go to the website and review the form yourself, but it does provide categories.

206
00:30:30.480 --> 00:30:35.170
Kathleen Conroy (she/her): At the top. You will put your budget year of your festival.

207
00:30:35.500 --> 00:30:46.090
Kathleen Conroy (she/her): And preferably this would also include whether it's a regional or national, obviously, for us this this coming season. It's regional. So we should specify that

208
00:30:46.320 --> 00:31:07.200
Kathleen Conroy (she/her): seed money or amount of source. Some organizations, organizations. Some regions will have seed money for a festival. They'll have money in their budgets that they would like to put forth for a festival, so that money should be indicated. That, you know, or it's perhaps it's coming from a specific guild that has more resource.

209

00:31:08.010 --> 00:31:13.949

Kathleen Conroy (she/her): more resources than the region, maybe at that time, and so that money should be recorded in the budget.

210

00:31:14.180 --> 00:31:26.259

Kathleen Conroy (she/her): Receive money, and then all of the spending category income categories are here that I mentioned advertising registration ticket sales store, any merchandise.

211

00:31:26.530 --> 00:31:30.070

Kathleen Conroy (she/her): The lodging and meals is kept here.

212

00:31:30.720 --> 00:31:36.979

Kathleen Conroy (she/her): but it does not necessarily have to apply to your particular festival. If you're doing lodging or meals, whatever your

213

00:31:37.940 --> 00:31:42.120

Kathleen Conroy (she/her): you know, specific to your own festival, and what your design is.

214

00:31:42.290 --> 00:31:53.179

Kathleen Conroy (she/her): Any sponsorship money that comes in, or any other money that comes in. The other piece that I would include on income is anything that might be in kind like. If you know that you can get

215

00:31:53.490 --> 00:32:03.289

Kathleen Conroy (she/her): that a venue is providing space for a party. You can also include that in kind space in here. So I would also make sure that we're kind of noting

216

00:32:03.350 --> 00:32:15.350

Kathleen Conroy (she/her): what's getting giving been given to us without an actual dollar amount, but also as an in-kind. So I would also include that if you can or notate that within your budget, saying, you know.

217

00:32:15.880 --> 00:32:21.719

Kathleen Conroy (she/her): yes, our venue may be costing us \$10,000,

but they're giving us one entire day for free

218

00:32:22.000 --> 00:32:29.360

Kathleen Conroy (she/her): for in kind for the promotion, and it's 2,000, so be sure to notate that on your on your income side as well.

219

00:32:30.880 --> 00:32:36.710

Kathleen Conroy (she/her): Questions about the income and the form, and how this looks.

220

00:32:37.960 --> 00:32:44.970

Kathleen Conroy (she/her): Do you want me to talk through quantity budget or actual? Does? Do I need to break that down. Is there an understanding of what that is?

221

00:32:46.760 --> 00:32:47.700

Kathleen Conroy (she/her): So

222

00:32:48.450 --> 00:32:51.779

Kathleen Conroy (she/her): I do have a quick question. So

223

00:32:51.790 --> 00:32:55.909

Zane Exactly: cause you had said, or it had been, but no mentioned that the the

224

00:32:55.990 --> 00:33:16.839

Kathleen Conroy (she/her): the the form is changing is the the layout of the form changing, or is just the way that it's being submitted. Changing just these just these items can be can be changed because we understand that traditionally, you know, we've had a model of a festival. That's that's been kind of sad. And we've been working that festival model for many years.

225

00:33:16.840 --> 00:33:27.389

Kathleen Conroy (she/her): But we are exploring other options of what's going to work for my region. What's going to work for my area? What's going to work for the venue that I'm working with? Maybe a college doesn't work, maybe you know. So

226

00:33:27.710 --> 00:33:40.509

Kathleen Conroy (she/her): the line items in the income could

certainly change. Maybe you have a different creative idea. So feel free to plug those in. So these are things the the form will change with your input.

227

00:33:40.570 --> 00:33:49.460

Kathleen Conroy (she/her): Let me put it that way with with what we fully design or fully come up with as things that we found that have been successful.

228

00:33:49.610 --> 00:33:54.299

Kathleen Conroy (she/her): And that's how will inform our changes. So thanks for the questions. And I appreciate it.

229

00:33:54.450 --> 00:33:55.130

Zane Exactly: Yeah.

230

00:33:56.290 --> 00:33:57.300

Kathleen Conroy (she/her): palms, ice?

231

00:33:57.600 --> 00:34:12.889

Homeslice Puppetry (Eric Weiss): So I get what budget and actual are, what is the quantity? Yeah, so the quantity is like, save for the registrations in the quantity column. I'll screen share again. So you can see in the quantity column you would definitely put

232

00:34:13.060 --> 00:34:19.450

Kathleen Conroy (she/her): how many registrations you're expecting. So maybe you're expecting 50 registrations

233

00:34:19.679 --> 00:34:20.730

Kathleen Conroy (she/her): at.

234

00:34:21.260 --> 00:34:24.080

Kathleen Conroy (she/her): I'm just gonna put a number a hundred dollars right?

235

00:34:24.219 --> 00:34:27.300

Kathleen Conroy (she/her): So then you put in the budget number

236

00:34:28.670 --> 00:34:33.109

Kathleen Conroy (she/her): and the actual. So actually, it should say, quantity.

237

00:34:35.440 --> 00:34:49.070

Kathleen Conroy (she/her): This should be, amount amount is the cost per.

238

00:34:49.340 --> 00:34:56.489

Homeslice Puppetry (Eric Weiss): So so for your example, it would be 50 would be the quantity of 5,000

239

00:34:56.540 --> 00:35:07.949

Kathleen Conroy (she/her): the amount, and then, whatever you got is the actually, let's switch it. So let's say it's 100. Is the quant 50 is the quantity? Yes. a hundred is the amount the dollar amount.

240

00:35:08.290 --> 00:35:10.080

Kathleen Conroy (she/her): and then you would get to your 5,000.

241

00:35:10.210 --> 00:35:14.640

Homeslice Puppetry (Eric Weiss): Oh, okay, so actual isn't what it ends up being. It's actual.

242

00:35:14.730 --> 00:35:24.720

Kathleen Conroy (she/her): like, the yeah, I get it. It's like the total got it's up total really is what? That language should say. So it's quantity

243

00:35:25.340 --> 00:35:28.389

Kathleen Conroy (she/her): amount. And this should be subtotal.

244

00:35:29.370 --> 00:35:35.810

Anna Vargas Chair Budget & Finance: Well, it's right now. It says, quantity an amount in this in the quantity column.

245

00:35:35.900 --> 00:35:43.800

Anna Vargas Chair Budget & Finance: and then is the is the total of that, and then your actual is what you finally get. That's your final report.

246

00:35:44.170 --> 00:35:53.970

Kathleen Conroy (she/her): Oh, so this actual column is never used until we hand in a final report. So should we have another column for subtotal. So

247

00:35:54.300 --> 00:36:10.510

Anna Vargas Chair Budget & Finance: no, so an actual actually shouldn't exist right now, because this is the proposed budget. Okay, this isn't. This isn't carved in stone. So

248

00:36:10.740 --> 00:36:15.960

Anna Vargas Chair Budget & Finance: it should be the subtotal, because then, when you go down to the bottom of the form, it'll actually be your total.

249

00:36:19.160 --> 00:36:22.950

Kathleen Conroy (she/her): So you're not seeing the whole forms. Here is what I'm I haven't given you, so

250

00:36:22.960 --> 00:36:26.829

Kathleen Conroy (she/her): no quantity and amount is it? Quantity, amount.

251

00:36:26.840 --> 00:36:36.489

Anna Vargas Chair Budget & Finance: and budget is the total of the Co. Like 50 times 100. And then actual in my mind, was

252

00:36:36.620 --> 00:36:39.110

Anna Vargas Chair Budget & Finance: what you actually took in

253

00:36:39.900 --> 00:36:41.230

Kathleen Conroy (she/her): right. But

254

00:36:41.710 --> 00:36:51.099

Anna Vargas Chair Budget & Finance: if we're talking about, I'm talking about a budget proposal. So this is simply a proposal. So there are no actual numbers yet. Exactly. Yeah.

255

00:36:52.060 --> 00:36:58.819

Anna Vargas Chair Budget & Finance: Also one of the thing. If you want to know how much money you have in your account. You just have to

email me or call me

256

00:37:00.940 --> 00:37:04.470

Kathleen Conroy (she/her): I'm gonna move on to the expense side.

257

00:37:04.510 --> 00:37:07.469

Kathleen Conroy (she/her): Unless there's more questions about the income.

258

00:37:10.250 --> 00:37:17.170

Kathleen Conroy (she/her): So here's the expense side. I've only given you a snapshot. It is much longer. There are a lot more categories.

259

00:37:17.350 --> 00:37:19.030

As I mentioned before.

260

00:37:19.220 --> 00:37:22.629

Kathleen Conroy (she/her): So this again, you'd fill in

261

00:37:22.670 --> 00:37:26.170

Kathleen Conroy (she/her): the expenses the quantity of registrants

262

00:37:26.310 --> 00:37:28.329

Kathleen Conroy (she/her): that you anticipate

263

00:37:28.490 --> 00:37:31.630

Kathleen Conroy (she/her): the amount that it will cost you

264

00:37:31.850 --> 00:37:33.530

Kathleen Conroy (she/her): for registrants.

265

00:37:34.160 --> 00:37:38.020

Kathleen Conroy (she/her): for lodging, and then the budget dollar.

266

00:37:38.300 --> 00:37:41.679

Kathleen Conroy (she/her): That's what would be these 3 columns here? Quantity.

267

00:37:41.960 --> 00:37:44.820

Kathleen Conroy (she/her): this would be amount. This would be budget

268

00:37:48.190 --> 00:37:53.870

Kathleen Conroy (she/her): questions about expenses or anything you want to explore about expenses.

269

00:37:54.130 --> 00:38:08.200

Kathleen Conroy (she/her): I will talk more about staffing and registration. So I will talk more about those 2 items. Are there questions about expenses that you'd like to explore or expenses that you're thinking your festival may have or may want to have.

270

00:38:09.380 --> 00:38:14.570

PofA Board President: I have a question. What is it? Is it best to. you know.

271

00:38:16.250 --> 00:38:18.859

PofA Board President: when you're it's all. It's all

272

00:38:18.940 --> 00:38:34.429

PofA Board President: an estimate. Correct. So how do you hedge that so that you're not being too optimistic or Pess, you know, is there a formula for that? There is a formula, Yup. So we will get into that in just a minute.

273

00:38:34.540 --> 00:38:37.089

Kathleen Conroy (she/her): Okay, so other questions.

274

00:38:38.610 --> 00:38:47.629

Kathleen Conroy (she/her): Okay. I will screen share again. I'm not sure if my formula is the next slide or not, I cannot remember the slide order. Okay.

275

00:38:47.920 --> 00:38:57.780

Kathleen Conroy (she/her): so here is something. Another budget that I have used in the past that was generated by P. Of a regional festival.

276

00:38:58.210 --> 00:39:08.000

Kathleen Conroy (she/her): this is a budget tracker versus a budget proposal. Now you will see there are multiple columns here. So

277

00:39:08.020 --> 00:39:16.490

Kathleen Conroy (she/her): this is what your budget total would be. These numbers here are the like, the numbers. This is the amount. This is the cost per.

278

00:39:16.880 --> 00:39:27.660

Kathleen Conroy (she/her): This is the subtotal. This is the budget total. What we actually currently anticipate. Now that we are in reality, this is a working budget. Now. So this is in reality.

279

00:39:27.900 --> 00:39:29.769

Kathleen Conroy (she/her): Here's what we've spent.

280

00:39:29.970 --> 00:39:34.910

Kathleen Conroy (she/her): Here's what we've signed a contract for and know will be coming

281

00:39:35.000 --> 00:39:36.549

Kathleen Conroy (she/her): that will need to be spent.

282

00:39:37.140 --> 00:39:46.460

Kathleen Conroy (she/her): Here's the total. And here's the account report. So this account report this is the final numbers that are the final actuals that will get reported to P of a

283

00:39:46.750 --> 00:39:50.749

Kathleen Conroy (she/her): this is just a suggestion.

284

00:39:50.980 --> 00:39:55.250

Kathleen Conroy (she/her): this particular form. It has been used in the past. Kurt Hunter

285

00:39:55.600 --> 00:39:59.959

has used this specifically. This is the one that I will be

286

00:40:00.000 --> 00:40:12.660

Kathleen Conroy (she/her): modifying for the great Plains festival. This. There are lots of these on the Internet in terms of formats of how to run an actual budget.

287

00:40:12.700 --> 00:40:14.809

Kathleen Conroy (she/her): and what these columns look like.

288

00:40:15.020 --> 00:40:23.920

Kathleen Conroy (she/her): But the more columns you have, the more information and the more specificity you can have because the one that is most important is the actual

289

00:40:24.020 --> 00:40:38.510

Kathleen Conroy (she/her): like, where are we today? So for me, when I run a budget. I have an actual to date, and I put the date in, and then I add another column, actual to date here. So I'm checking on a weekly or bi weekly or monthly basis

290

00:40:38.530 --> 00:40:46.399

Kathleen Conroy (she/her): of my budgets and what I've spent. So I usually have an actual to date column. And I actually physically put the date in that column.

291

00:40:46.910 --> 00:40:57.019

Kathleen Conroy (she/her): these can get very complicated. This is more of a simplistic level. And like I said, there are plenty. There are a lot that you can search on Google.

292

00:40:57.050 --> 00:41:01.570

Kathleen Conroy (she/her): I am open and welcoming to any

293

00:41:02.020 --> 00:41:03.970

Kathleen Conroy (she/her): to seeing your budgets.

294

00:41:04.100 --> 00:41:28.670

Kathleen Conroy (she/her): Budget and finance. We want to review your budgets. We want to look at them. We want to provide you with the feedback because we're the resource for Po to go through this. So please reach out to myself. You have my email. Anna is our our chair for budget and finance. So reviewing budgets and and guiding you through this for those of us who have a fuller understanding, we're here and we're resource. And we can help

295

00:41:29.100 --> 00:41:36.190

Kathleen Conroy (she/her): questions about this. I understand this is a higher level. And this is the actual working budget. Questions about a working budget.

296

00:41:41.680 --> 00:41:47.610

Kathleen Conroy (she/her): Okay, great next slide, we're gonna talk about some staff.

297

00:41:48.130 --> 00:42:02.109

Kathleen Conroy (she/her): So this is gonna be one of your bigger expenses, I assume, depending on whether you're paying staff. whether you're providing staff with housing, whether you're providing staff with

298

00:42:02.190 --> 00:42:04.990

Kathleen Conroy (she/her): meals, how you're compensating your staff.

299

00:42:05.170 --> 00:42:19.229

Kathleen Conroy (she/her): and it's important for you to identify who is doing what? What are the needs of my festival? Every festival. It's appropriate to have a director, somebody who is the you know, kind of final say and everything, and and really

300

00:42:19.300 --> 00:42:23.099

Kathleen Conroy (she/her): delegating and guiding the rest of your team

301

00:42:23.200 --> 00:42:30.909

Kathleen Conroy (she/her): on what they should be doing and how they should be doing it. And you're also the person that's holding people accountable to the work that's getting done.

302

00:42:31.490 --> 00:42:42.789

Kathleen Conroy (she/her): I would encourage you to have artistic staff if you having workshops, a workshop director and artistic director whatever those pieces might B for staffing.

303

00:42:43.000 --> 00:42:52.649

Kathleen Conroy (she/her): so does anybody have any questions or any ideas, thoughts you want to share about what you might be having for staffing, or questions about staffing

304

00:42:52.840 --> 00:42:55.469

Kathleen Conroy (she/her): or questions for about

305

00:42:55.580 --> 00:42:58.949

Kathleen Conroy (she/her): the staff you think might be in place for your festival.

306

00:43:03.390 --> 00:43:06.540

Kathleen Conroy (she/her): See? Head shaking. Okay.

307

00:43:06.700 --> 00:43:19.170

Kathleen Conroy (she/her): I'm gonna move on to the next slide. Then there are no questions. Registration. this is a big one what to charge. So I know Liz wants a formula, so I'm going to give you one

308

00:43:19.730 --> 00:43:20.920

Kathleen Conroy (she/her): the formula.

309

00:43:21.200 --> 00:43:27.469

Kathleen Conroy (she/her): so it's about return on investment. Okay? So whenever you

310

00:43:28.410 --> 00:43:38.259

Kathleen Conroy (she/her): this is really for anything, for any product, for any event, for anything you're always looking at, return on investment. So return on investment is going to be your total revenue.

311

00:43:38.840 --> 00:43:42.689

Kathleen Conroy (she/her): So that's your total budget number divided by the total cost.

312

00:43:42.780 --> 00:43:50.280

Kathleen Conroy (she/her): So this is your income, divided by expenses will give you a dollar return for dollar invested. Okay.

313

00:43:51.080 --> 00:44:03.529

Kathleen Conroy (she/her): so example, \$15,000 by to buy \$7,500 gives you a \$2 return on investment. So that means for every dollar

314

00:44:03.910 --> 00:44:06.020

Kathleen Conroy (she/her): that you

315

00:44:06.870 --> 00:44:10.579

Kathleen Conroy (she/her): have made its cost. It's cost you no.

316

00:44:10.710 --> 00:44:11.760

Kathleen Conroy (she/her): for every

317

00:44:12.300 --> 00:44:16.210

Kathleen Conroy (she/her): for every dollar that you've spent it's cost you \$2 to make.

318

00:44:17.500 --> 00:44:19.729

Kathleen Conroy (she/her): Should I say that right dollar return first

319

00:44:20.400 --> 00:44:25.890

Kathleen Conroy (she/her): for every dollar you get. It's cost you. Yes, \$2 to invest. That's right.

320

00:44:26.430 --> 00:44:38.510

Kathleen Conroy (she/her): So that's \$2 earned for every dollar spent ideally in an ideal world. The kind of golden number is a \$5 roi for every dollar spent.

321

00:44:39.400 --> 00:44:40.970

Kathleen Conroy (she/her): That's kind of the golden number.

322

00:44:41.750 --> 00:44:52.110

Kathleen Conroy (she/her): So this is where P. Of a has fallen short, I will say in the past in terms of knowing what our Roi is, and knowing what it has been

323

00:44:52.720 --> 00:45:00.969

Kathleen Conroy (she/her): I would encourage you to aim for the Roi. However, a roi is not

324

00:45:01.540 --> 00:45:02.480

Kathleen Conroy (she/her): unheard of.

325

00:45:02.790 --> 00:45:07.699

Kathleen Conroy (she/her): so just whatever your cost for your festival is going to be.

326

00:45:07.890 --> 00:45:10.050

Kathleen Conroy (she/her): Just. Know that you have to make.

327

00:45:10.950 --> 00:45:15.570

Kathleen Conroy (she/her): you know, 20% more in order to get that 5 5.

328

00:45:16.090 --> 00:45:22.690

Kathleen Conroy (she/her): You know dollar Roi. So really, you're charging 20 more to get your registration fee

329

00:45:22.860 --> 00:45:30.779

Kathleen Conroy (she/her): unless you know that your income can come from ticket sales, or unless you know that your income can is coming from other resources.

330

00:45:30.920 --> 00:45:35.269

Kathleen Conroy (she/her): But I would estimate. you know, to try and stay around that

331

00:45:35.370 --> 00:45:38.640

Kathleen Conroy (she/her): 2 to \$5 number for your registrations.

332

00:45:39.570 --> 00:45:42.750

Kathleen Conroy (she/her): Okay, questions about this, because this might be new to some of you.

333

00:45:51.280 --> 00:45:58.130

Kathleen Conroy (she/her): so this is the next slide. This is the next page of the

334

00:45:58.960 --> 00:46:00.120

Kathleen Conroy (she/her): Poa

335

00:46:00.170 --> 00:46:07.679

Kathleen Conroy (she/her): budget form, that is on the website. It is the registration fees. So there's the registration price.

336

00:46:07.820 --> 00:46:17.640

Kathleen Conroy (she/her): what you're charging for registration. If you're doing housing and meals, what that cost is in addition. and the total package for a P. Of a member. and then

337

00:46:17.860 --> 00:46:30.869

Kathleen Conroy (she/her): we also break down the p of a non member. I'm realizing this does say in here at least the cost of PMA membership plus \$10 to encourage people to join with the increase in our membership cost. Is this still accurate. Ana.

338

00:46:31.520 --> 00:46:34.240

Kathleen Conroy (she/her): yeah, okay, just wanted to make sure.

339

00:46:34.350 --> 00:46:38.899

Kathleen Conroy (she/her): So this information is part of that budget proposal

340

00:46:39.080 --> 00:46:41.789

Kathleen Conroy (she/her): that is on the website for P of A,

341

00:46:43.250 --> 00:46:45.080

Kathleen Conroy (she/her): any questions about this.

342

00:46:48.660 --> 00:46:59.390

Anna Vargas Chair Budget & Finance: just for to let you know the reason. This this works really well, if people join first and then register, because, settling up afterward.

343

00:46:59.460 --> 00:47:05.030

Anna Vargas Chair Budget & Finance: and sending money from the festival paid by non-members.

344

00:47:05.510 --> 00:47:14.749

Anna Vargas Chair Budget & Finance: rarely gets back to P. Of A just because people lose track of it. So it's a way of bookkeeping and making sure that that

345

00:47:16.030 --> 00:47:18.720

Anna Vargas Chair Budget & Finance: we get what we need. So

346

00:47:20.860 --> 00:47:25.680

Kathleen Conroy (she/her): okay, I'm gonna I think I have one more slide.

347

00:47:27.000 --> 00:47:30.370

Kathleen Conroy (she/her): Nope, I don't. That is it.

348

00:47:30.470 --> 00:47:38.529

Kathleen Conroy (she/her): I think that is my last slide. Yeah, that is my last slide. So I realize that's a lot some high, level things in terms of budgeting.

349

00:47:38.750 --> 00:47:50.799

Kathleen Conroy (she/her): I welcome any questions now, or any feedback you might have, or any welcome. This is your opportunity to share ideas that you might be having about festivals, so I would welcome those ideas now, too.

350

00:47:51.010 --> 00:47:55.320

Zane Exactly: I have a question from Doris.

351

00:47:55.440 --> 00:48:15.359

Zane Exactly: Dora says my question is about credit card processing fees for registration and for the store and merch sales. I have noticed in other festivals budgets that usually a local puppet theatre offer the use of their credit card processing system to be reimbursed by the festival. Does P. Of a offer this service for festivals to process credit card payments?

352

00:48:23.220 --> 00:48:25.819

Kathleen Conroy (she/her): I would say, no, we don't at this time.

353

00:48:25.840 --> 00:48:31.109

Kathleen Conroy (she/her): We do have that available to national festivals, but not regional.

354

00:48:31.280 --> 00:48:38.559

Kathleen Conroy (she/her): One. There are several resources to do that. Registration websites.

355

00:48:39.480 --> 00:48:45.999

Kathleen Conroy (she/her): you can certainly set it up through Paypal. I have used another service called brown paper tickets.

356

00:48:46.010 --> 00:49:01.890

PofA Board President: I have used another service called Give butter. Liz, maybe you have the right answer, I mean. Well, Keith might be chiming in with the same thing that I'm about to say. The PA bay we can do registration through wild apricot for events.

357

00:49:02.140 --> 00:49:12.799

PofA Board President: So we that's one of the support offerings that we have is you can have people sign up and process them through our website.

358

00:49:13.010 --> 00:49:14.650

PofA Board President: And you have your own little

359

00:49:14.830 --> 00:49:24.410

PofA Board President: section that you can keep an eye on and log into without seeing the whole world of wild apricot.

360

00:49:25.030 --> 00:49:32.070

PofA Board President: yes, so there is that. But as far as on site registration.

361

00:49:32.240 --> 00:49:34.449

PofA Board President: That would be up to you all.

362

00:49:36.140 --> 00:49:38.600

Zane Exactly: But yeah, what thoughts do you have, Keith?

363

00:49:39.970 --> 00:49:44.120

TOYBOX: So when we did the 2018 festival?

364

00:49:44.300 --> 00:49:47.720

TOYBOX: We used squarespace

365

00:49:48.620 --> 00:50:01.169

TOYBOX: and I was hoping that we would be able to do that again. What is beneficial about Squarespace is that they do all the credit card processing.

366

00:50:01.330 --> 00:50:11.399

TOYBOX: It links straight to the bank account for our region. So there's 100% transparency where they saw all of the money that came in.

367

00:50:11.690 --> 00:50:16.280

TOYBOX: And also you get a free website out of it. So you could.

368

00:50:16.450 --> 00:50:25.320

TOYBOX: you know, build a nice website and sell products T-shirts. whatever registration ticket sales. If you wanted to do.

369

00:50:27.100 --> 00:50:32.850

TOYBOX: Yeah. So that that's what we we use with square

370

00:50:33.340 --> 00:50:38.500

TOYBOX: which is great. And I mean, I think that it's

371

00:50:38.860 --> 00:50:48.280

TOYBOX: you know the best thing because it processes your cards. You can do sales like we. We did a lot of sales

372

00:50:48.510 --> 00:50:52.779

TOYBOX: to the community, and May, that's how we made all the money

373

00:50:52.860 --> 00:51:06.139

TOYBOX: was we were selling, you know, and you can see it just keeps everything in order. And then you can see, like, okay, well, here's all our registrants. We know we have this many seats available. Those are for sale.

374

00:51:06.360 --> 00:51:08.579

TOYBOX: We're selling those to the public.

375

00:51:08.910 --> 00:51:19.850

TOYBOX: And then there was no messiness with the bank account because we put it right. You know, you just put in your bank number to the account, and it went right in there.

376

00:51:20.260 --> 00:51:21.060

TOYBOX: So

377

00:51:21.540 --> 00:51:28.619

Zane Exactly: I like the the the free website also is A is another positive. It's kind of solves that problem, too.

378

00:51:28.650 --> 00:51:32.810

TOYBOX: It's well, it is not. It's \$30 a month.

379

00:51:33.950 --> 00:51:43.060

TOYBOX: So we had to pay. I think we and we kept it up for 3 or 4 months. We paid, you know, \$90 something. I mean, it was affordable.

380

00:51:43.230 --> 00:51:45.099

TOYBOX: But yeah, but then you have

381

00:51:45.460 --> 00:51:56.549

TOYBOX: a website that you can have all your shows. You're where everything itemized right on one thing, and and you can put all those things up for sale if they're.

382

00:51:56.820 --> 00:52:01.100

TOYBOX: you know, if you're selling those things also to general public.

383

00:52:02.160 --> 00:52:05.679

Zane Exactly: Yeah, I thought it worked great, because then

384

00:52:06.550 --> 00:52:14.880

TOYBOX: transparency wise, you know everything. Just went straight to the bank account no, everyone saw where everything went, everything that we spent so

385

00:52:15.560 --> 00:52:25.199

Zane Exactly: awesome well, thank you all for for that. And yeah, Doris, I'll I'll see that when when she watches the reporting.

386

00:52:26.320 --> 00:52:28.290

Zane Exactly: So I appreciate everyone chiming in

387

00:52:33.290 --> 00:52:34.370

Anna Vargas Chair Budget & Finance: Liz.

388

00:52:36.550 --> 00:52:37.440

PofA Board President: Yes.

389

00:52:37.700 --> 00:52:45.249

Anna Vargas Chair Budget & Finance: I was under the impression, and I'm maybe I'm wrong is is through. If you want it, work through wild apricot. You

390

00:52:45.350 --> 00:52:50.809

Anna Vargas Chair Budget & Finance: you could pretty much do the same thing, you know. Where is that correct? That the money

391

00:52:50.910 --> 00:52:58.979

Anna Vargas Chair Budget & Finance: cause? Charlie hooks it up to your account so that the money comes through. Well, that got, but then goes right into the regional account.

392

00:52:59.290 --> 00:53:01.789

Anna Vargas Chair Budget & Finance: and but I don't know what other

393

00:53:02.420 --> 00:53:17.009

PofA Board President: I think. If you were doing a simple like I think that, Joe, what Joan this, the festival to Joanne is gonna do in Galveston's gonna be smaller and simpler. And so setting up a is that true, Joanne?

394

00:53:17.020 --> 00:53:36.179

PofA Board President: So setting up a whole website and the store and everything is gonna cut into your costs, your profit margin. So for festivals like that, where you probably won't be selling artists merch

online or doing all that fancy stuff it. It would be beneficial to just use our landing page and our registration.

395

00:53:36.220 --> 00:53:50.460

PofA Board President: I think I don't know it might be no more involved for the North West, I mean the northeast regional, where it's probably gonna be bigger, and you might want to do more with your website.

396

00:53:50.860 --> 00:53:59.949

PofA Board President: But it's definitely, I think that that's gonna be our next meeting. I wanna jump ahead. But I think our next meeting will be like.

397

00:54:00.240 --> 00:54:04.969

PofA Board President: what are some of the the Gizmos that

398

00:54:05.190 --> 00:54:09.710

PofA Board President: that we can use to make our festivals

399

00:54:10.150 --> 00:54:11.440

PofA Board President: run smoother?

400

00:54:12.370 --> 00:54:16.609

PofA Board President: And what what does P. Of a offer as well. But anyway, what were you gonna say, Edna?

401

00:54:16.790 --> 00:54:23.240

PofA Vice President: I was just gonna say, but I think for clarification that what we're talking about is

402

00:54:23.360 --> 00:54:42.019

PofA Vice President: that for pre registration. Yes, use while apricot. But like what Keith was saying, if you know for things that are right there, people who walk up the community that is good to have that little square piece, and you know, and let them take care of everything, and everything is cashless.

403

00:54:42.040 --> 00:54:47.969

PofA Vice President: So you don't have to worry about all of that stuff either. So that's all I was gonna say. But like, so we can talk

about that. The next meeting.

404

00:54:51.750 --> 00:55:07.610

Homeslice Puppetry (Eric Weiss): So, Ju, just just to clarify on that, so that would be like use wild apricot up to like maybe 2 weeks before the festival something, and then cut that off, and then and then do squarespace after that, for, like a like, the things up to date.

405

00:55:07.720 --> 00:55:09.570

Homeslice Puppetry (Eric Weiss): is that what you're kind of saying to do.

406

00:55:11.040 --> 00:55:24.069

PofA Board President: Yes, I think so. I just asked our web mistress, and yes, we can register. But you know, once once you're on site, I think it's going to be more complicated? Maybe not. I mean, if you have an ipad there, you could do it there, but you can't really swipe.

407

00:55:24.200 --> 00:55:27.589

PofA Board President: But people could. Are you leaving us, Lee? Bye?

408

00:55:27.640 --> 00:55:37.809

PofA Vice President: Plus. You have to consider the timing of when you have to do your down payments to the venue also of of whatever that that cut off date is.

409

00:55:39.000 --> 00:55:41.479

PofA Vice President: you know. Take that into consideration, too.

410

00:55:43.490 --> 00:55:48.780

PofA Board President: Did anybody have any other questions for Kathleen?

411

00:55:51.930 --> 00:55:52.600

Hmm!

412

00:55:53.350 --> 00:56:02.459

TOYBOX: These I have. Well, I have a couple of questions one or this, this slides will be available and emailed to us,

413

00:56:03.240 --> 00:56:06.800

TOYBOX: each one, so that we can remember all this stuff.

414

00:56:07.330 --> 00:56:22.369

PofA Board President: We recorded the presentation. So we're going to have that up on the website hopefully accessible right next to the budget. But I'll also send out to all the people who are on this email

415

00:56:23.070 --> 00:56:25.780

PofA Board President: invitation the

416

00:56:26.090 --> 00:56:27.350

PofA Board President: recording as well.

417

00:56:27.830 --> 00:56:37.330

Kathleen Conroy (she/her): And I'll share the I will share. Send these slides to Liz, so she can make sure they're distributed to everyone. So you do have them. So we also, we have a regional drive.

418

00:56:37.490 --> 00:56:46.349

PofA Board President: that has different forms, so we can upload that with and I will send the drive link

419

00:56:46.820 --> 00:56:54.239

PofA Board President: with the recording so you can go up there if you have questions you want to put stuff up there so we can all have access to it.

420

00:56:54.700 --> 00:56:58.020

PofA Board President: yes.

421

00:56:58.690 --> 00:57:06.150

TOYBOX: Also, my second question is, is there gonna be some place where everyone

422

00:57:06.580 --> 00:57:19.189

TOYBOX: puts their dates so that we don't overlap any dates, so that, you know, you know some people want to go to as many festivals as they can. So we don't wanna

423

00:57:19.240 --> 00:57:22.230
TOYBOX: book a festival during another festival.

424
00:57:22.610 --> 00:57:31.159
PofA Board President: I'll see if we can get a a little, a little spreadsheet that people can put their dates in, so that we don't have conflict.

425
00:57:31.790 --> 00:57:33.709
PofA Board President: and that will be on the drive as well.

426
00:57:35.120 --> 00:57:42.619
PofA Vice President: And just something to mention that we mentioned that the board meetings is that we would like to have a educational

427
00:57:42.800 --> 00:57:53.069
PofA Vice President: workshop present as well as a diversity. One as much as possible. So I am the liaison, for I used to be the

428
00:57:53.150 --> 00:58:02.419
PofA Vice President: chair for the Diversity Committee, but now I'm the liaison for it, Sally Moore? Is the chair. And so, you know, it'd be really great that

429
00:58:02.620 --> 00:58:23.869
PofA Vice President: if not one of us, but at least maybe somebody in your community where you're at in your your region to put on a workshop about puppet diversity. Or we can just do something online, too. But and then also for for Pete just some kind of educational one for your local educators. Just put in that

430
00:58:23.920 --> 00:58:25.629
PofA Vice President: buzz in your ears.

431
00:58:25.900 --> 00:58:42.230
PofA Board President: Puppet puppets and education and therapy. Also, I want to let you all know for the regional directors. You are always welcome to attend board meetings.

432
00:58:42.380 --> 00:58:49.509
PofA Board President: and find out what's going on, and get into the

nitty gritty of things. We we welcome you to come in there. I feel like

433

00:58:49.550 --> 00:59:16.889

PofA Board President: these meetings are a place where we can also, you know, have questions answered. More of a the same community. But the idea is up until the regional festivals we're gonna try to meet monthly. Does that seem doable for everyone? Just so there's support. And we can answer questions. And everybody's on the same page.

434

00:59:16.940 --> 00:59:25.110

PofA Board President: And the idea is we're we're just trying to stitch everybody together. So nobody is working in a vacuum

435

00:59:25.250 --> 00:59:28.990

PofA Board President: and because there are a lot of great ideas out there.

436

00:59:29.250 --> 00:59:38.090

PofA Board President: So I do not have our next date all lined up, and I'd have to like poke around in my email. But I will send that

437

00:59:38.110 --> 00:59:42.479

PofA Board President: and the next day or so when I send the response email to the

438

00:59:42.510 --> 00:59:49.510

PofA Board President: to from this meeting. So I thought that it's just going to be on the tenth of every month. Oh.

439

00:59:49.730 --> 01:00:04.519

PofA Board President: well, the tenth is like different, though it's not the same day of the week, but pretty busy tenth of every month. It's fine with me. I appreciate you all coming. We we will always try. Well, the tenth is a Saturday next time in February.

440

01:00:06.880 --> 01:00:10.119

PofA Board President: Anyway. we'll send our meeting invitation

441

01:00:10.700 --> 01:00:17.979

Homeslice Puppetry (Eric Weiss): and did you want to say something

else? Like, Yeah, I had. I had a question so we want to have the

442

01:00:18.100 --> 01:00:24.030

Homeslice Puppetry (Eric Weiss): P. At at our festival like the Friday morning off. Ha!

443

01:00:24.640 --> 01:00:32.169

Homeslice Puppetry (Eric Weiss): So would that be a separate budget for for for that? Or do we include that in this budget? How does that part work?

444

01:00:35.230 --> 01:00:56.159

Conni Mulligan: It's not gonna be a day. It's just gonna be at least a workshop or some representation. It's not a separate full day, unless that's what you guys decide to do. But we're trying to make sure that every regional festival includes part of our committees and resources that we have. So whether it's a

445

01:00:56.320 --> 01:01:15.309

Conni Mulligan: a couple of sessions that give credit to local area teachers or it's puppetry in in the media center, in the library for media people, for teachers integrated with curriculum. And then, from Edna's point, viewpoint, the diversity and inclusion.

446

01:01:15.310 --> 01:01:27.189

Conni Mulligan: and all of that. We just want to make sure that it's not. It doesn't have to be a day. But there is something that shit states that we're including all aspects of P. Of A. And puppetry.

447

01:01:27.240 --> 01:01:29.330

Conni Mulligan: Sure, sure, I think

448

01:01:29.340 --> 01:01:43.379

Homeslice Puppetry (Eric Weiss): I think we want to do. Maybe not a full day, but mostly a day like has been sometimes done in the past. I'm just asking like, do we include that in this budget? Or is that like a separate thing like, how do we do that?

449

01:01:44.190 --> 01:01:50.770

Anna Vargas Chair Budget & Finance: I can answer that in the past. What we've done in it, because I was

450

01:01:50.850 --> 01:02:01.439

Anna Vargas Chair Budget & Finance: did festivals in the northeast. We did when they wanted a full day of P. It was an add on. In other words, everybody didn't come to that.

451

01:02:01.900 --> 01:02:06.360

Anna Vargas Chair Budget & Finance: People came to it, and so they paid extra for that day.

452

01:02:07.210 --> 01:02:21.899

Anna Vargas Chair Budget & Finance: See what I'm saying. So in your budget, you know, under special programming, there's a there's a thing that says special program that that PP. It could be there. If you go and do something like a full, you know. 9 to 3, or whatever

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01:02:21.920 --> 01:02:27.780

Anna Vargas Chair Budget & Finance: and a performance or something. Then that's an extra for that day.

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01:02:27.970 --> 01:02:30.569

Homeslice Puppetry (Eric Weiss): Okay, great, thank you.

455

01:02:35.260 --> 01:02:37.540

PofA Vice President: And Joanna Smith is the chair

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01:02:37.570 --> 01:02:41.999

PofA Vice President: of that. Repeat. And Connie is the liaison.

457

01:02:42.390 --> 01:02:43.230

PofA Vice President: Okay.

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01:02:44.200 --> 01:02:46.390

PofA Board President: are there any more questions?

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01:02:50.420 --> 01:03:03.730

PofA Board President: Well, I would like to thank Kathleen very much for not only doing the presentation, but offering to answer questions and sharing her knowledge with us, because

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01:03:04.420 --> 01:03:07.609

PofA Board President: this is an important part of planning, and

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01:03:07.910 --> 01:03:10.880

PofA Board President: as much as it's complicated in.

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01:03:11.040 --> 01:03:18.720

PofA Board President: So it's really great to have your guidance on this, and I'd like to cut off. Turn off the recording right now.

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01:03:19.900 --> 01:03:21.420

PofA Board President: There we go.